

Press Release
Paris, 12 June 2018

LBO France acquires a majority stake in My Media Group, the top independent French media buying agency and a leader in SEO consultancy

Paris, 12 June 2018 – LBO France has acquired a majority stake in My Media Group, the top independent French media buying agency and the sixth-largest overall. Anthony Ravau and David Ringrave, co-founders and Managers of My Media, plan to leverage on this operation to accelerate the group's expansion in France and internationally.

Since it was founded in 2005, My Media has developed specific know-how in optimising TV-to-Web media campaigns (i.e., the impact of offline communication, mainly television, on online traffic) and search engine optimisation (SEO) through Search Foresight, which is the leader in SEO consultancy in France.

My Media Group currently has more than 500 clients, for whom it manages each year more than 1 billion euros gross media space. As a leader in developing media strategies directly targeting customer acquisition, the company is particularly well established in e-commerce, where it has market share of more than 40% with pure players, including Trivago, Groupon, Just Eat, Showroomprivé, Vistaprint and Meilleurtaux. My Media also orchestrates consultancy and space buying for several benchmark players, such as Système U, Feu Vert, GIFi, Michel et Augustin and Labeyrie.

My Media Group employs 130 persons and has successfully integrated several acquisitions, including Mediatop, Geo Vista, Libre et Change, Synodiance and Pygmalion Media.

My Media Group has become a benchmark player in just a few years on this market. It intends to accelerate its development, based on both organic growth prospects and an ambitious acquisition strategy in France and internationally.

“For this seventh investment by our White Knight IX fund, we have chosen a company boasting both an excellent track record of non-stop, multi-year outperformance and a solid outlook for the future. We are pleased to assist the company's founders in their ambitious development plans, which are being driven by both strong organic growth potential and some very nice external growth opportunities”, said Thomas Boulman, Partner at LBO France.

“We have decided to seek the backing of a new, top-tier partner to continue our development strategy while keeping our independent status. We share the same values with Thomas (Boulman)'s demanding, dynamic and ambitious team. This deal is a major step forward for My Media. Having an investor like LBO France on board will allow us to accelerate My Media's development against a backdrop of strengthened competition for traditional advertising groups”, said Anthony Ravau, group President and founder.

About LBO France

As a key player in private equity with €3.4bn of capital under management, LBO France is an independent company that has been supporting French and Italian companies in their growth for more than 30 years. Its investment strategy is built on 4 distinct segments managed by dedicated teams: (i) Mid Cap Buyout through the White Knight funds and Small Cap Buyout through the Hexagone/Small Caps Opportunities funds, (ii) Venture Capital through the SISA/Digital Health funds, (iii) Real Estate through the White Stone and Lapillus funds, (iv) Debt. LBO France is 100% owned by its management and employs nearly 60 professionals.

www.lbofrance.com

About My Media

Founded in 2005 by Anthony Ravau and David Ringrave, My Media is a communications group specialising in marketing performance. My Media employs more than 130 persons and has doubled in size in two years, with 2017 revenues of 24 million euros.

My Media Group now consists of four agencies that are leaders on their respective segments: My Media, Roik, Search Foresight and Eggs.

www.mymediagroup.fr

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